

PROVIDING SUBSTANTIALLY REAL-TIME ACCESS TO
COLLECTED INFORMATION CONCERNING USER INTERACTION
WITH A WEB PAGE OF A WEBSITE

ABSTRACT OF THE DISCLOSURE

In one embodiment, a method for providing substantially real-time access to collected information concerning user interaction with a web page of a website includes collecting information concerning user interaction with the web page. The method includes receiving, from a website owner who has accessed the web page using a web browser and while the web page is viewable within a browser window of the web browser, input indicating a desire to access the collected information concerning user interaction with the web page. The method includes determining whether the website owner is authorized to access the collected information concerning user interaction with the web page and, if the website owner is authorized to access the collected information concerning user interaction with the web page, generating a viewable user interface providing substantially real-time access to the collected information concerning user interaction with the web page and, to provide the website owner substantially real-time access to the collected information concerning user interaction with the web page, presenting the viewable user interface to the web site owner while the web page is viewable within the browser window of the web browser.